

IMPROVED TIMEPIECE**ABSTRACT**

A watch face uses liquid crystal displays along with a reflective polarizer to produce backgrounds with selective appearances. Therein, the watch employs a polarizer to produce polarized light that is passed downward to a liquid crystal display. The liquid crystal display selectively rotates or does not rotate the polarized light. If the light is rotated, a reflective polarizer layer located beneath the liquid crystal display reflects the rotated light back upward off its surface to provide the watch face with a first color. If the light is not rotated, then the light is transmitted through the reflective polarizer layer to a reflective dial surface disposed beneath. The light is then reflected off the dial surface to provide the watch face with a second color. The present invention includes a watch employing a watch face with selectively changing backgrounds which is capable of displaying two or more colors while having a watch face that has reduced overall thickness and can be made to display unique optical effects and patterns.